



## Buy Detail Report

OCT-22-2012 12:49

P. 04

Date: 10/22/20

**Client:** Independence Virginia PAC  
**Medium:** TV  
**Product:** Independence Virginia PAC  
**Primary Demos:** Adults 35+

Wander-Welt

Flight 111 Start Date: 10/22/2012 End Date: 11/4/2012

त्रिलोक

Daypart	Daypart Code	Cost	Whs. Mon-Fri	Out 10/22-10/23
Daypart	Daypart Code	Cost	Whs. Mon-Fri	Out 10/22-10/23

WILHELM

Digitized by srujanika@gmail.com

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# TARGET

## ENTERPRISES

### Buy Detail Report

Date: 10/22/2012

Client: Independence Virginia PAC  
 Media: TV  
 Product: Independence Virginia PAC  
 Primary Demo: Adults 35+

Flight Start Date: 10/22/2012  
 Flight End Date: 11/04/2012

Vendor: WJLA

Daypart	Daypart Codes	Cost	Wba	Wba Dur	Man	Man Dur	Affiliation: ABC		
							Total Spots	Adults 35+	Adults 65+
							RTG C/P	RTG C/P	RTG C/P
<b>Washington, DC</b>									
M-F 7p-7:30p	PA	\$7,000.00	30	3	1		4	4.3	8.4
WHEEL OF FORTUNE	PA	\$8,000.00	30	3	1		4	\$1,627.91	\$833.33
M-F 7:30p-8p	PA	\$8,000.00	30	3	1		4	6.2	10.1
JEOPARDY							91,559.46	\$792.06	\$4,000.00
M 8p-10p	PT	\$12,000.00	30	0	2		2	7.0	10.4
DANCING WITH THE STARS							2,571.43	\$1,780.77	\$7,800.00
M 10p-11p	PT	\$12,000.00	30	0	1		1	6.6	5.3
CASTLE							\$1,951.18	\$2,264.15	\$7,058.82
W 10p-11p	PT	\$15,000.00	30	1	0		1	4.7	2.7
THE MIDDLE/THE NEIGHBORS							\$3,181.48	\$5,665.53	\$13,036.39
W 10p-11p	PT	\$16,000.00	30	1	0		1	4.9	3.2
NASHVILLE							\$3,873.47	\$6,925.10	\$16,353.64
Th 10p-11p	PT	\$20,000.00	30	1	0		1	5.9	4.8
SCANDAL							\$3,399.83	\$4,186.87	\$13,353.33
F 8p-9p	PT	\$10,200.00	30	1	0		1	4.3	3.9
SHARK TANK							\$2,225.46	\$2,554.10	\$5,000.00
Su 7p-8p	PT	\$8,000.00	30	1	0		1	2.2	2.6
ARMY							\$3,636.36	\$3,076.92	\$2,860.65
Su 10p-11p	PT	\$18,000.00	30	1	0		1	4.3	3.0
666 PARK AVENUE							34,186.05	\$9,010.00	\$12,857.14
M-F 11p-11:35p	LN	\$4,000.00	30	3	1		4	3.6	4.3
ABC 7 AT 11 M-F							\$1,111.11	\$896.25	\$8,000.00
M-F 11:35p-12:05a	LF	\$2,000.00	30	3	1		4	1.9	2.4
NIGHTLINE							\$1,678.95	\$1,280.00	\$7,500.00
Sa 7a-8a	Wk	\$900.00	30	1	0		1	1.1	1.7
GMA SATURDAY							\$818.18	\$520.41	\$0.00



## Buy Detail Report

Client: Independence Virginia PAC  
 Media: TV  
 Product: Independence Virginia PAC  
 Primary Demo: Adults 35+

Date: 10/22/20

Flight Start Date: 10/22/2012  
 Flight End Date: 11/2/2012  
 Vendor: W.I.A.

### Affiliation: ABC

Daypart	Daypart Code	Cost	We	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Total Spots	Adults 35+	Adults 65+	Men 25-34
																		RTG CPP	RTG CPP	RTG CPP	
<b>Washington, DC</b>																					
Su 7p-730p	WUK	\$9,000.00				30	1	0										1	2.8	5.1	1.1
WHEEL OF FORTUNE	WUK	\$3,000.00				30	1	0									1	\$1,152.05	\$594.24	\$2,727.27	
Sa 1:30p-8p	WUK	\$3,000.00				30	1	0									1	2.7	4.8	3.2	
JEOPARDY	WUK	\$300.00				30	1	0									1	\$1,111.11	\$625.00	\$837.50	
Su 8p-9a	WUK	\$300.00				30	1	0									1	0.9	1.5	0.2	
GMA SUNDAY	WUK	\$2,400.00				30	1	0									1	\$1,000.00	\$800.00	\$4,500.00	
Su 8p-7p	WUK	\$2,400.00				30	1	0									1	2.7	3.5	0.6	
ABC 7 NEWS SUNDAY 6P	WUK																78	\$888.89	\$886.67	\$853.64	
Total Spots:		59	19																		
Total Cost:		\$335,200.00																			
Total GAPP(GIMP)(00):		182.4	59.3																		
Total		OCT-12	\$240,200.00																		
		NOV-12	\$85,003.08																		